

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Abar Hutton Media**  
**Attention: Accounts Payable**  
**6190 Grovedale CT Suite 200**  
**Alexandria, VA 22310-2552**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Nelson/D/Senate	BILL NELSON SENATE	471

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	926508	06186468

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912820		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/30/12	11/02/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	4	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	-TWTF--				4	\$110.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12		WPBF News 25 @ 5am	5-530am	:00		<del>\$110.00</del> NM
Credited									
3	WPBF	W	10/31/12	5:16 AM	WPBF News 25 @ 5am	5-530am	:30	BN-12-012H	\$110.00 NM
2	WPBF	Th	11/01/12		WPBF News 25 @ 5am	5-530am	:00		<del>\$110.00</del> NM
Credited									
4	WPBF	F	11/02/12		WPBF News 25 @ 5am	5-530am	:00		<del>\$110.00</del> NM
Credited									
2	11/05/12	11/06/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	2	\$110.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	MT-----				2	\$110.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12		WPBF News 25 @ 5am	5-530am	:00		<del>\$110.00</del> NM
Credited									
2	WPBF	Tu	11/06/12	5:14 AM	WPBF News 25 @ 5am	5-530am	:30	BN-12-012H	\$110.00 NM
3	10/30/12	11/02/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	4	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	-TWTF--				4	\$160.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	5:43 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	BN-12-012H	\$160.00 NM
3	WPBF	W	10/31/12	5:57 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	BN-12-009H	\$160.00 NM
2	WPBF	Th	11/01/12		WPBF News 25 Mornings @ 5:30	5:30-5:57am	:00		<del>\$160.00</del> NM
Credited									
4	WPBF	F	11/02/12		WPBF News 25 Mornings @ 5:30	5:30-5:57am	:00		<del>\$160.00</del> NM
Credited									
4	11/05/12	11/06/12	WPBF News 25 Mornings	5:30-5:57am	MT-----	:30	2	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	MT-----				2	\$160.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	5:45 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	BN-12-009H	\$160.00 NM

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**WPBF**  
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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	11/05/12	11/06/12	WPBF News 25 Mornings	5:30-5:57am	MT-----	:30	2	\$160.00	NM
Class of Time - Pre-emptible with notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 11/06/12 5:47 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am :30 BN-12-009H \$160.00 NM									
5	10/30/12	11/02/12	WPBF News 25 Mornings	6-7AM	-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 4 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Tu 10/30/12 6:42 AM WPBF News 25 Mornings 6-7AM :30 BN-12-009H \$275.00 NM									
1 WPBF W 10/31/12 6:22 AM WPBF News 25 Mornings 6-7AM :30 BN-12-012H \$275.00 NM									
3 WPBF Th 11/01/12 6:21 AM WPBF News 25 Mornings 6-7AM :30 BN-12-012H \$275.00 NM									
4 WPBF F 11/02/12 6:12 AM WPBF News 25 Mornings 6-7AM :30 BN-12-009H \$275.00 NM									
6	10/30/12	11/02/12	Good Morning America	7-9AM	-TWTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 4 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/30/12 8:44 AM Good Morning America 7-9AM :30 BN-12-012H \$275.00 NM									
4 WPBF W 10/31/12 9:00 AM Good Morning America 7-9AM :30 BN-12-009H \$275.00 NM									
3 WPBF Th 11/01/12 6:59 AM Good Morning America 7-9AM :30 BN-12-009H \$275.00 NM									
2 WPBF F 11/02/12 Good Morning America 7-9AM :00 \$275.00 NM									
Credited									
7	11/05/12	11/06/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 MT----- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 WPBF News 25 Mornings 6-7AM :00 \$275.00 NM									
Credited									
2 WPBF Tu 11/06/12 6:29 AM WPBF News 25 Mornings 6-7AM :30 BN-12-012H \$275.00 NM									
8	11/05/12	11/06/12	Good Morning America	7-9AM	MT-----	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 MT----- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF M 11/05/12 Good Morning America 7-9AM :00 \$275.00 NM									
Credited									
3 WPBF Tu 11/06/12 Good Morning America 7-9AM :00 \$275.00 NM									
Credited									
9	10/30/12	11/01/12	4:30a-5a	430a-5a	-TWT---	:30	4	\$20.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWT--- 4 \$20.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WPBF Tu 10/30/12 4:44 AM 4:30a-5a 430a-5a :30 BN-12-009H \$20.00 NM									
1 WPBF W 10/31/12 4:39 AM 4:30a-5a 430a-5a :30 BN-12-009H \$20.00 NM									
3 WPBF Th 11/01/12 4:38 AM 4:30a-5a 430a-5a :30 BN-12-012H \$20.00 NM									
2 WPBF Th 11/01/12 4:56 AM 4:30a-5a 430a-5a :30 BN-12-009H \$20.00 NM									
10	11/05/12	11/06/12	4:30a-5a	430a-5a	MT-----	:30	2	\$20.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/04/12 11/10/12 MT----- 2 \$20.00									

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	11/05/12	11/06/12	4:30a-5a	430a-5a	MT-----	:30	2	\$20.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF M 11/05/12 4:43 AM 4:30a-5a 430a-5a :30 BN-12-009H \$20.00 NM									
1 WPBF Tu 11/06/12 4:30a-5a 430a-5a :00 <del>\$20.00</del> NM									
Credited									
11	10/31/12	11/02/12	10-11a Anderson Cooper 10-11a	10-11a	--W-F--	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 --W-F-- 2 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF W 10/31/12 10:27 AM 10-11a Anderson Cooper 10-11a :30 BN-12-012H \$225.00 NM									
1 WPBF F 11/02/12 10:42 AM 10-11a Anderson Cooper 10-11a :30 BN-12-012H \$225.00 NM									
12	10/30/12	11/02/12	The View	11A-12PM	-TWTF--	:30	4	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -TWTF-- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 The View 11A-12PM :00 <del>\$325.00</del> NM									
Credited									
3 WPBF W 10/31/12 11:00 AM The View 11A-12PM :30 BN-12-009H \$800.00 NM									
4 WPBF Th 11/01/12 11:31 AM The View 11A-12PM :30 BN-12-009H \$800.00 NM									
2 WPBF F 11/02/12 10:58 AM The View 11A-12PM :30 BN-12-009H \$800.00 NM									
13	10/31/12	11/02/12	WPBF News 25 @ Noon 12pm-1230pm	12pm-1230pm	--W-F--	:30	2	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 --W-F-- 2 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF W 10/31/12 WPBF News 25 @ Noon 12pm-1230pm :00 <del>\$175.00</del> NM									
Credited									
2 WPBF F 11/02/12 WPBF News 25 @ Noon 12pm-1230pm :00 <del>\$175.00</del> NM									
Credited									
14	11/05/12	11/05/12	WPBF News 25 @ Noon 12pm-1230pm	12pm-1230pm	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 11/06/12 12:20 PM WPBF News 25 @ Noon 12pm-1230pm :30 BN-12-009H \$175.00 NM									
15	10/30/12	11/01/12	1230-1P Access Hollywood	1230-1p	-T-T---	:30	2	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -T-T--- 2 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 10/30/12 1230-1P Access Hollywood 1230-1p :00 <del>\$175.00</del> NM									
Credited									
2 WPBF Th 11/01/12 1230-1P Access Hollywood 1230-1p :00 <del>\$175.00</del> NM									
Credited									
16	11/05/12	11/05/12	1230-1P Access Hollywood	1230-1p	1-----	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 1----- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF M 11/05/12 12:46 PM 1230-1P Access Hollywood 1230-1p :30 BN-12-009H \$175.00 NM									

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Nelson/D/Senate		BILL NELSON SENATE	471

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
17	10/30/12	11/02/12	M-F 3-4P	M-F 3-4P	-TWTF--	:30	3	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-TWTF--	3	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	3:23 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-012H	\$400.00 NM
2	WPBF	Th	11/01/12	3:49 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-012H	\$400.00 NM
3	WPBF	F	11/02/12	3:54 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-012H	\$400.00 NM
18	11/05/12	11/05/12	M-F 3-4P	M-F 3-4P	1-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	3:59 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-012H	\$400.00 NM
19	10/30/12	11/01/12	Dr. Oz	4-5p	-T-T---	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-T---	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	4:20 PM	Dr. Oz	4-5p	:30	BN-12-009H	\$500.00 NM
2	WPBF	Th	11/01/12	4:56 PM	Dr. Oz	4-5p	:30	BN-12-012H	\$500.00 NM
20	10/30/12	11/01/12	M-F 5pm News	5-6pm	-T-T---	:30	2	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-T---	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Tu	10/30/12	5:41 PM	M-F 5pm News	5-6pm	:30	BN-12-012H	\$450.00 NM
1	WPBF	Th	11/01/12	5:27 PM	M-F 5pm News	5-6pm	:30	BN-12-009H	\$450.00 NM
21	10/30/12	11/02/12	WPBF News 25 @ 6:00P	6-6:30PM	-T-TF--	:30	3	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-TF--	3	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	6:14 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BN-12-009H	\$525.00 NM
3	WPBF	Th	11/01/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BN-12-012H	\$525.00 NM
2	WPBF	F	11/02/12	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BN-12-009H	\$525.00 NM
22	11/05/12	11/05/12	WPBF News 25 @ 6:00P	6-6:30PM	1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	6:14 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	BN-12-012H	\$525.00 NM
23	10/30/12	11/02/12	Wheel Of Fortune	7-7:30PM	-TWTF--	:30	2	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-TWTF--	2	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	7:19 PM	Wheel Of Fortune	7-7:30PM	:30	BN-12-012H	\$1,600.00 NM
2	WPBF	F	11/02/12	7:07 PM	Wheel Of Fortune	7-7:30PM	:30	BN-12-012H	\$1,600.00 NM
24	10/30/12	11/02/12	Jeopardy	7:30-8PM	-TW-F--	:30	2	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-TW-F--	2	\$1,700.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/30/12	11/02/12	Jeopardy	7:30-8PM	-TW-F--	:30	2	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	Tu	10/30/12	7:54 PM	Jeopardy	7:30-8PM	:30	BN-12-012H	\$1,700.00 NM
2	WPBF	F	11/02/12	7:52 PM	Jeopardy	7:30-8PM	:30	BN-12-009H	\$1,700.00 NM
25	11/05/12	11/05/12	Jeopardy	7:30-8PM	1-----	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	1-----	1	\$1,700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	7:43 PM	Jeopardy	7:30-8PM	:30	BN-12-009H	\$1,700.00 NM
26	11/04/12	11/04/12	AFV	7-8PM	-----1	:30	1	\$450.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		AFV	7-8PM	:00		\$450.00 NM
Credited									
27	10/30/12	11/02/12	M-SUN WPBF News 25 @ 11-11:35PM		-TW-F--	:30	3	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-TW-F--	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	10/31/12		M-SUN WPBF News 25 @ 11PM 11-11:35PM		:00		\$500.00 NM
Credited									
2	WPBF	Th	11/01/12		M-SUN WPBF News 25 @ 11PM 11-11:35PM		:00		\$500.00 NM
Credited									
1	WPBF	F	11/02/12		M-SUN WPBF News 25 @ 11PM 11-11:35PM		:00		\$500.00 NM
Credited									
28	11/05/12	11/05/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	1-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	11:14 PM	M-SUN WPBF News 25 @ 11PM 11-11:35PM		:30	BN-12-012H	\$500.00 NM
29	10/30/12	11/02/12	Nightline	11:35-12:05AM	-T-TF--	:30	3	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-T-TF--	3	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	11:43 PM	Nightline	11:35-12:05AM	:30	BN-12-009H	\$350.00 NM
2	WPBF	F	11/02/12		Nightline	11:35-12:05AM	:00		\$350.00 NM
Credited									
3	WPBF	F	11/02/12		Nightline	11:35-12:05AM	:00		\$350.00 NM
Credited									
30	11/05/12	11/05/12	Nightline	11:35-12:05AM	1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	1-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12		Nightline	11:35-12:05AM	:00		\$350.00 NM
Credited									
31	10/30/12	11/02/12	Jimmy Kimmel	12:06-01:06AM	-TWTF--	:30	4	\$35.00	NM
Class of Time - Immediately Pre-emptible without notice									

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## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	10/30/12	11/02/12	Jimmy Kimmel	12:06-01:06AM	-TWTF--	:30	4	\$35.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-TWTF--	4	\$35.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	12:51 AM	Jimmy Kimmel	12:06-01:06AM	:30	BN-12-012H	\$35.00 NM
2	WPBF	W	10/31/12	12:48 AM	Jimmy Kimmel	12:06-01:06AM	:30	BN-12-009H	\$35.00 NM
4	WPBF	Th	11/01/12	12:29 AM	Jimmy Kimmel	12:06-01:06AM	:30	BN-12-009H	\$35.00 NM
3	WPBF	F	11/02/12	1:03 AM	Jimmy Kimmel	12:06-01:06AM	:30	BN-12-012H	\$35.00 NM
32	11/05/12	11/05/12	Jimmy Kimmel	12:06-01:06AM	1-----	:30	1	\$40.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$40.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	12:48 AM	Jimmy Kimmel	12:06-01:06AM	:30	BN-12-012H	\$40.00 NM
33	11/04/12	11/04/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$50.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		Sun 5-6am News	Sun 5-6am	:00		<del>\$50.00</del> NM
Credited									
34	11/03/12	11/03/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$160.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12	6:42 AM	Sat 6-7am News	Sat 6-7am	:30	BN-12-012H	\$160.00 NM
35	11/03/12	11/03/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12		GMA Saturday 7-8am	Sat 7am-8am	:00		<del>\$325.00</del> NM
Credited									
36	11/03/12	11/03/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12		Sat 8-9am News	Sat 8-9am	:00		<del>\$225.00</del> NM
Credited									
37	11/03/12	11/03/12	Sat Jeopardy	Sat 7:30-8PM	-----1-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12		Sat Jeopardy	Sat 7:30-8PM	:00		<del>\$400.00</del> NM
Credited									
38	11/04/12	11/04/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$50.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Nelson/D/Senate	BILL NELSON SENATE	471

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
38	11/04/12	11/04/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$50.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		Sun 5-6am News	Sun 5-6am	:00		<del>\$50.00</del> NM
Credited									
39	11/04/12	11/04/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$180.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$180.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	6:14 AM	Sun 6-7am News	Sun 6-7am	:30	BN-12-012H	\$180.00 NM
40	11/04/12	11/04/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	8:07 AM	Sun 8-9am News	Sun 8-9am	:30	BN-12-009H	\$225.00 NM
41	11/04/12	11/04/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		Chris Matthews	Sun 10-10:30AM	:00		<del>\$225.00</del> NM
Credited									
42	11/04/12	11/04/12	Sun 11:35pm Late News	1135p-12am	-----1	:30	1	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		Sun 11:35pm Late News	1135p-12am	:00		<del>\$300.00</del> NM
Credited									
43	11/05/12	11/05/12	10-11a Anderson Cooper	10-11a	1-----	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	1-----	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	10:51 AM	10-11a Anderson Cooper	10-11a	:30	BN-12-012H	\$225.00 NM
45	11/05/12	11/05/12	M-F 5pm News	5-6pm	1-----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	1-----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	5:55 PM	M-F 5pm News	5-6pm	:30	BN-12-009H	\$450.00 NM
50	11/04/12	11/04/12	Sun 9-10am	9-10am	-----1	:30	1	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12	9:59 AM	Sun 9-10am	9-10am	:30	BN-12-012H	\$900.00 NM
51	11/04/12	11/04/12	Sun 630pm News	630-7pm	-----1	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----1	1	\$400.00				

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**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
51	11/04/12	11/04/12	Sun 630pm News	630-7pm	-----1	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		Sun 630pm News	630-7pm	:00		\$400.00 NM
Credited									
52	11/03/12	11/04/12	M-SUN WPBF News 25 @ 11-11:35PM		-----S	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----S	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	11/04/12		M-SUN WPBF News 25 @ 11PM 11-11:35PM		:00		\$500.00 NM
Credited									
53	10/30/12	11/02/12	Dr. Oz	4-5p	-TWTF--	:30	2	\$500.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-TWTF--	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	4:27 PM	Dr. Oz	4-5p	:30	BN-12-009H	\$500.00 NM
2	WPBF	Th	11/01/12	4:17 PM	Dr. Oz	4-5p	:30	BN-12-009H	\$500.00 NM
54	10/30/12	11/02/12	WPBF News 25 Mornings 6-7AM		-TWTF--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-TWTF--	1	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	6:44 AM	WPBF News 25 Mornings	6-7AM	:30	BN-12-012H	\$275.00 NM
55	11/03/12	11/03/12	Sat 5-6am News	Sat 5-6am	-----S-	:30	1	\$60.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-----S-	1	\$60.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	11/03/12	5:12 AM	Sat 5-6am News	Sat 5-6am	:30	BN-12-012H	\$60.00 NM
56	10/30/12	11/02/12	WPBF News 25 @ Noon 12pm-1230pm		-TWTF--	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	-TWTF--	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	BN-12-012H	\$350.00 NM
57	11/05/12	11/05/12	M-F 3-4P	M-F 3-4P	M-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	M-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	3:47 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-012H	\$400.00 NM
58	11/05/12	11/06/12	1230-1P Access Hollywood	1230-1p	MT-----	:30	1	\$350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	MT-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	12:54 PM	1230-1P Access Hollywood	1230-1p	:30	BN-12-012H	\$350.00 NM
59	11/01/12	11/02/12	ACCESS HOLLYWOOD 106x-136x		---TF--	:30	2	\$15.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/29/12	11/04/12	---TF--	2	\$15.00				



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Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
59	11/01/12	11/02/12	ACCESS HOLLYWOOD 106x-136x		---TF--	:30	2	\$15.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WPBF Th 11/01/12 1:33 AM ACCESS HOLLYWOOD 106x-136x :30 BN-12-012H \$15.00 NM									
1 WPBF F 11/02/12 1:35 AM ACCESS HOLLYWOOD 106x-136x :30 BN-12-009H \$15.00 NM									
60	11/03/12	11/03/12	M-Sun 1130p-12am Late 1130p-1205am		-----S-	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 12:11 AM M-Sun 1130p-12am Late News 1130p-1205am :30 BN-12-009H \$800.00 NM									
LR - Football									
61	11/04/12	11/04/12	PRIVATE PRACTICE WK12-1x		-----S	:30	1	\$25.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 12:31 AM PRIVATE PRACTICE WKNDLF '12-1x :30 BN-12-012H \$25.00 NM									
62	11/01/12	11/02/12	Dr. Oz M-F 9-10a	9-10a	---TF--	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---TF-- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 9:59 AM Dr. Oz M-F 9-10a 9-10a :30 BN-12-012H \$225.00 NM									
63	11/02/12	11/02/12	Dr. Oz M-F 9-10a	9-10a	----F--	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ----F-- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF F 11/02/12 9:37 AM Dr. Oz M-F 9-10a 9-10a :30 BN-12-009H \$450.00 NM									
64	11/04/12	11/04/12	Sun 8-9am News	Sun 8-9am	-----S	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 8:58 AM Sun 8-9am News Sun 8-9am :30 BN-12-009H \$450.00 NM									
65	11/05/12	11/06/12	4:30a-5a	430a-5a	MT-----	:30	1	\$60.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
11/05/12 11/11/12 MT----- 1 \$60.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Tu 11/06/12 4:39 AM 4:30a-5a 430a-5a :30 BN-12-012H \$60.00 NM									
66	11/03/12	11/03/12	ACCESS HOLLYWOOD ACCESS HOLLYW		-----S-	:30	1	\$25.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Sa 11/03/12 1:04 AM ACCESS HOLLYWOOD WKND IACCESS HOLLYW :30 BN-12-009H \$25.00 NM									
67	11/02/12	11/02/12	M-F 3-4P	M-F 3-4P	----F--	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Nelson/D/Senate	BILL NELSON SENATE	471	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
67	11/02/12	11/02/12	M-F 3-4P Class of Time - Fixed Non Pre-emptible	M-F 3-4P	----F--	:30	1	\$800.00	NM																																		
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>F</td><td>11/02/12</td><td>3:13 PM</td><td>M-F 3-4P</td><td>M-F 3-4P</td><td>:30</td><td>BN-12-009H</td><td>\$800.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WPBF	F	11/02/12	3:13 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-009H	\$800.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WPBF	F	11/02/12	3:13 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-009H	\$800.00	NM																																	
68	11/05/12	11/05/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible		M-----	:30	1	\$1,000.00	NM																																		
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>11/05/12</td><td>11/11/12</td><td>M-----</td><td>1</td><td>\$1,000.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>M</td><td>11/05/12</td><td>11:34 PM</td><td>M-SUN WPBF News 25 @ 11PM</td><td>11-11:35PM</td><td>:30</td><td>BN-12-009H</td><td>\$1,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		11/05/12	11/11/12	M-----	1	\$1,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WPBF	M	11/05/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BN-12-009H	\$1,000.00	NM
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1	WPBF	M	11/05/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	BN-12-009H	\$1,000.00	NM																																	
69	11/03/12	11/03/12	Sat 6-7am News Class of Time - Pre-emptible with notice	Sat 6-7am	-----S-	:30	1	\$160.00	NM																																		
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>10/29/12</td><td>11/04/12</td><td>-----S-</td><td>1</td><td>\$160.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WPBF</td><td>Sa</td><td>11/03/12</td><td>6:13 AM</td><td>Sat 6-7am News</td><td>Sat 6-7am</td><td>:30</td><td>BN-12-009H</td><td>\$160.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/29/12	11/04/12	-----S-	1	\$160.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WPBF	Sa	11/03/12	6:13 AM	Sat 6-7am News	Sat 6-7am	:30	BN-12-009H	\$160.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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1	WPBF	Sa	11/03/12	6:13 AM	Sat 6-7am News	Sat 6-7am	:30	BN-12-009H	\$160.00	NM																																	
70	11/05/12	11/05/12	ACCESS HOLLYWOOD 106x-136x Class of Time - Pre-emptible with notice		M-----	:30	1	\$50.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	11/05/12	11/11/12	M-----	1	\$50.00																																						
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1	WPBF	M	11/05/12	1:31 AM	ACCESS HOLLYWOOD	106x-136x	:30	BN-12-009H	\$50.00	NM																																	
71	11/04/12	11/04/12	Sun 8-9am News Class of Time - Fixed Non Pre-emptible	Sun 8-9am	-----S	:30	1	\$450.00	NM																																		
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1	WPBF	Su	11/04/12	8:28 AM	Sun 8-9am News	Sun 8-9am	:30	BN-12-012H	\$450.00	NM																																	
72	11/04/12	11/04/12	Sun 11:35pm Late News 1135p-12am Class of Time - Fixed Non Pre-emptible		-----S	:30	1	\$600.00	NM																																		
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1	WPBF	Su	11/04/12	11:41 PM	Sun 11:35pm Late News	1135p-12am	:30	BN-12-009H	\$600.00	NM																																	
73	11/05/12	11/06/12	4:30a-5a Class of Time - Pre-emptible with notice	430a-5a	MT-----	:30	1	\$60.00	NM																																		
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1	WPBF	M	11/05/12	4:54 AM	4:30a-5a	430a-5a	:30	BN-12-012H	\$60.00	NM																																	
74	11/05/12	11/06/12	4:30a-5a Class of Time - Pre-emptible with notice	430a-5a	MT-----	:30	1	\$60.00	NM																																		
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1	WPBF	Tu	11/06/12	4:56 AM	4:30a-5a	430a-5a	:30	BN-12-009H	\$60.00	NM																																	
75	11/03/12	11/03/12	ACCESS HOLLYWOOD IACCESS HOLLYW Class of Time - Pre-emptible with notice		-----S-	:30	1	\$50.00	NM																																		
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1	WPBF	Sa	11/03/12	12:23 AM	ACCESS HOLLYWOOD WKND IACCESS HOLLYW		:30	BN-12-012H	\$50.00	NM																																	

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
926508-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Nelson/D/Senate		BILL NELSON SENATE	471

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
76	11/05/12	11/06/12	10-11a Anderson Cooper 10-11a		MT-----	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	11/05/12	11/11/12	MT-----	1		\$450.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	10:22 AM	10-11a Anderson Cooper	10-11a	:30	BN-12-012H	\$450.00 NM
77	11/06/12	11/06/12	Dr. Oz M-F 9-10a	9-10a	-T-----	:30	1	\$450.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	11/05/12	11/11/12	-T-----	1		\$450.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	9:14 AM	Dr. Oz M-F 9-10a	9-10a	:30	BN-12-009H	\$450.00 NM
78	11/06/12	11/06/12	M-F 3-4P	M-F 3-4P	-T-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	11/05/12	11/11/12	-T-----	1		\$400.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	3:34 PM	M-F 3-4P	M-F 3-4P	:30	BN-12-009H	\$400.00 NM
<b>Total Spots</b>							<b>84</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$32,460.00</b>
<u>Agency Commission</u>	<b>\$4,869.00</b>
<u>Net Amount Due</u>	<b>\$27,591.00</b>